

BEFORE THE
Federal Communications Commission
WASHINGTON, D.C. 20554

In the Matter of

Broadcast Localism

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MB Docket No. 04-233

To: The Commission

SUBMISSION OF UNITED RADIO BROADCASTERS OF NEW ORLEANS

United Radio Broadcasters of New Orleans ("*United Radio*"), a cooperative alliance of Entercom New Orleans License, LLC ("*Entercom*"),¹ Clear Channel Broadcasting Licenses, Inc. ("*Clear Channel*"),² and Apex Broadcasting, Inc. ("*Apex*"),³ by its attorneys, hereby submits the written statement of Dick Lewis, Clear Channel's Regional Vice President for Louisiana and Southern Mississippi, and a transcription of the testimony of Diane Newman, Entercom's Operations Manager at Station WWL(AM), New Orleans, Louisiana, delivered at the Commission's Open Meeting on the Effects of Hurricane Katrina, held in Atlanta, Georgia on September 15, 2005. United Radio requests that this submission be associated with the public record in the above-captioned proceeding.

As Mr. Lewis and Ms. Newman described at the Open Meeting, United Radio Broadcasters of New Orleans was created as an unlikely partnership between two usually intense competitors in the New Orleans radio market. With flood waters rising after the fierce and

¹ Entercom is the licensee of Stations WEZB(FM), WKBU(FM), WLMG(FM), WSMB(AM), and WWL(AM) New Orleans, Louisiana and WTKL(FM), Kenner, Louisiana.

² Clear Channel is the licensee of Stations WNOE-FM, WODT(AM), WQUE-FM, WRNO-FM, WYLD(AM), and WYLD-FM New Orleans, Louisiana and KHEV(FM), Houma, Louisiana.

³ Apex is the licensee of Stations KLCL, Lake Charles, Louisiana, and KJEF, Jennings, Louisiana.

devastating effects of Hurricane Katrina, Entercom and Clear Channel agreed to share staff, facilities and resources to get critical, life-saving information to the people of New Orleans and the surrounding areas. As other means of communications failed or became impractical, radio remained the single most dependable lifeline for both survivors of the storm and the first responders on the scene. Other stations and even short-wave communications services throughout the region sought permission to carry extensive portions of the joint broadcasts, allowing dispersed families to stay in touch with the ensuing developments. As an indication of the vital role which radio provided for local residents during and after the storm, Arbitron, which performed a special examination of listening diaries kept by residents in the Gulf Coast during the week after the hurricane hit, released the attached story⁴ describing the extensive time spent listening by and the importance of radio's operations to residents of the region.

Providing news updates and information on escape routes, survival tips, and recovery strategies, United Radio worked together to give New Orleans and the surrounding community the information, hope, and reassurance when it was needed most desperately by local residents. The alliance between Clear Channel and Entercom in the wake of Hurricane Katrina serves as an outstanding example of the crucial service that radio affords to local communities, especially in times of crises and, through community service projects and other activities, at other times during the year.

⁴ Available at http://www.arbitron.com/radio_stations/hurricane_dk_comments.html (last visited December 7, 2005).

Respectfully submitted,

UNITED RADIO BROADCASTERS OF NEW ORLEANS

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December 8, 2005

FCC Open Commission Meeting

Atlanta, Georgia

Thursday, September 15, 2005

11:00 a.m.

DIANE NEWMAN (Operations Director of WWL 870-AM, New Orleans, Entercom): Good afternoon. I'm Diane Newman, Operations Director for Entercom's station WWL 870-AM, New Orleans.

I want to thank the Commission for this opportunity to tell the story of how important local radio is to our local communities, especially in times of devastating crisis like Hurricane Katrina. Before I discuss what happened in New Orleans, I want to apologize for my dress and appearance. I left the station the day after the storm, Tuesday, with only the clothes on my back and my purse. So all I have are my Wal-Mart clothes that I bought in Natchez, Mississippi. And before I discuss what happened in New Orleans, I need to share how important it is that I be here today.

David Tyree is one of the people I loved the most in life. He's a dear friend and a long time host on WWL. He's being buried this morning in his hometown - in Oklahoma, after a long battle with cancer. And David exemplified the heart and soul and spirit of WWL and I know rather than mourning his death at his funeral, he would want me here today to tell the story of his beloved New Orleans and his beloved WWL. So that's why I'm here. And thank you for having me.

1 If emotion runs free, it's just because it's fresh and I'm
2 still in it as are all of these people and I think the one thing
3 all, everybody in this room, if you get anything, understand that
4 the story is huge. The humanity - when you look at those
5 pictures and feel what's going on in those cities, it's huge.
6 But the humanity behind the scenes with everybody sitting at this
7 table is, is - it's heart-wrenching. So as we provide service,
8 we're dealing with the humanity of our communities and the
9 humanity of our people.

10 WWL is a 50-kilowatt news talk AM station licensed to New
11 Orleans, Louisiana. In addition to WWL, Entercom New Orleans
12 operates four stations, four FM stations and one AM station in
13 the New Orleans market. All of these stations remained
14 operational as Hurricane Katrina raged through the city Sunday
15 night and Monday, as levies broke from her fury, as New Orleans
16 filled like a bowl with water.

17 To conserve general fuel, we shut down two of the FM
18 stations Tuesday and were forced to operate the stations
19 remaining on the air at reduced power due to generator capacity
20 and to conserve fuel. Knowing the threat of hurricanes - I'm
21 home grown, I'm a New Orleans girl, I've been through it all my
22 life - we knew the threat that hurricanes posed to the city so
23 we, Entercom New Orleans, had developed and followed a detailed
24 emergency preparedness plan that worked.

25 Throughout the crisis, our staff was committed to doing
26 whatever was necessary to serve our community at this time of

1 crisis. At one point, Monday, during the storm, WWL's emergency
2 generator shut down and could not be restarted remotely. Knowing
3 that WWL was the lifeline to our community, Dave Cohen, our News
4 Director, and Dominic Mitchum, one of our engineers, who were
5 stationed at the Jefferson Parish Emergency Operations Center,
6 where we had a satellite emergency studio, drove several miles to
7 the WWL transmitter site, which is outside the levy system. They
8 waded through a snake- and alligator-infested swamp to restart
9 the generator and get WWL back on the air. These men are heroes.
10 These men love New Orleans. These men love WWL.

11 As Hurricane Katrina tore the city apart and the floods
12 poured in, WWL and our sister Entercom stations became one of
13 the few - and at times possibly the only - reliable means of
14 communication throughout the city. And being there, you know, I
15 wish you guys could have experienced that. It was like, if any
16 of you have seen movie *The Poseidon Adventure*, it was like that,
17 except we were on the radio live and the building wasn't falling
18 down. That's the only difference.

19 Local authorities, including the Mayor of New Orleans and
20 the President of Jefferson Parish, relied on WWL to get critical
21 information out to their own staffs as well as to their
22 citizenry. Mayor Nagin made his desperate and passionate plea
23 for help during an interview on WWL.

24 After the 17th Street Canal broke and extreme flooding began
25 on Tuesday, conditions deteriorated to the point where it became
26 apparent that we would have to leave our downtown studios next to

1 the Superdome, even though we were on the fifth floor of the, an
2 office building.

3 We began discussions with Clear Channel. We needed studios.
4 They needed the news and information capabilities of WWL. And
5 logic, necessity and the mutual respect of broadcasters resulted
6 in an unprecedented cooperative arrangement that allowed Entercom
7 to set up studio operation at Clear Channel's facilities in Baton
8 Rouge and bring the signal into our stations in New Orleans via
9 satellite. Our engineers, with local cooperation, including
10 police escorts, were able to set up satellite receive capability
11 at the Jefferson Parish Emergency Operation Centers, whereas part
12 of our emergency planning, Entercom had existing microwave
13 facilities to reach our transmitter sites.

14 Louisiana Network let us use their satellite uplink. Clear
15 Channel assisted in the programming and simulcast the programming
16 on their two FM stations that remained operational. United Radio
17 Broadcasters of New Orleans was born.

18 We gave permission to retransmit our signal to any radio
19 station that asked. We believed dozens of radio stations were
20 carrying the WWL signal during the worst of the crisis and many
21 continue to do so now. In addition, WWL programming was carried
22 on shortwave station WHRI. Meanwhile, on the air, we were the
23 stage. We were the platform, the lifeline for local officials,
24 breaking news, live press conferences, the voice of the
25 voiceless, the voice of the, the authorities trying to reach
26 them, the voice of family and friends worried about loved ones.

1 That connection was made on WWL and United Radio Broadcasters of
2 New Orleans and is still happening today.

3 We brought in additional news reporters from other markets
4 as far away as Seattle, Buffalo, Boston, Cincinnati, and Kansas
5 City to help. The on-site emergency responders were regularly
6 monitoring WWL. Ultimately, WWL, United Radio Broadcasters
7 became a form of a backup 911 system for New Orleans. We gave
8 hope to the hopeless.

9 All of this was done by the extremely dedicated and brave
10 group of people who placed the needs of the community above
11 their own personal needs. Many of our radio family members
12 lost everything they owned. Many didn't know the fate of their
13 spouses, their parents, their brothers, sisters, friends. But
14 we did the work and we do the work.

15 Local radio was an invaluable connection for listeners
16 throughout greater New Orleans, the Gulf South, and cities across
17 America. We are the touchstone for the community during the
18 hurricane and the devastation that followed. We are the
19 connection as the story continues to unfold. Our close working
20 relationships with people like Mayor Ray Nagin, Jefferson Parish
21 President Aaron Broussard, NOPD Chief Eddie Compass, Sheriff
22 Harry Lee, emergency managers like Dr. Walter Maestri, Terry
23 Ebert and Tab Troxler. We know all these people because we've
24 been working with them for decades. St. Tammany Parish Sheriff
25 Jack Strain, St. Tammany President Junior Rodriguez, Plaquemines
26 Parish President Benny Rousselle, Senators David Bitter, Mary

1 Landrieu. Congressmen Bobby Jindal, William Jefferson, etc. etc.
2 All of them, relationships developed through the years, proved
3 invaluable during this, the worst natural disaster in the history
4 of America. We, WWL and United Radio Broadcasters, believe our
5 efforts helped to save many lives and we're left wondering about
6 those spoke to and maybe the connection wasn't made.

7 As a compelling indication of the importance of local
8 officials that local officials place on WWL, being in the heart
9 of the community, you know, in the heart of the Crescent City,
10 the City of New Orleans has told us that they would do whatever
11 it takes to expedite the return of WWL operations to our studios
12 downtown in New Orleans next to the Superdome. We are working on
13 that as I sit here and speak.

14 I am proud to be a part of WWL. I am proud to be a member
15 of the Entercom family. I am proud to be a broadcaster and I am
16 proud to be a native of New Orleans. I am - I am a Hurricane
17 Betsy survivor in 1965, when I was eight years old, our Gentilly
18 neighborhood filled with seven feet of water. We were rescued by
19 two things - my Uncle Tony's fishing boat and WWL Radio. It was
20 our only connection to the world. And as a Hurricane Betsy
21 survivor, I believe when bad things happen, good things come from
22 them.

23 Today I'm a Hurricane Katrina survivor and I believe when
24 devastating things happen, extraordinary blessings will come from
25 them. And although it will take extraordinary tireless efforts,

1 New Orleans will recover and we intend to do our part to aid in
2 those efforts.

3 I also have to - I have to do this and nobody asked me to.
4 As a matter of fact, they asked me not to. But they know I will
5 because I always do what I believe is right. I have to thank
6 Entercom. You hear so much about consolidation and the
7 big companies and, you know, I've been at WWL Radio for 24 years.
8 So I've been there through Loyola and all the other big
9 companies that bought us. And these people are just the most
10 compassionate, kind and generous people. David Field, Joe Field,
11 this man behind me, Jack Donlevie, Deborah Kane, Ken Beck,
12 Pat Paxton, Noreen McCormack, Marty Hadfield. They are so - we
13 could not have gone through this without them. We could not have
14 gone through this without the resources they provide. RVs,
15 reporters from outside markets, engineers from other markets,
16 housing, cash - nobody's ATM cards worked, vehicles. The ability
17 to look outside the forest, you know, into the trees. You know,
18 we were in it. They could see outside and give advice that
19 worked. We would not be on the air, I believe, we would not have
20 the connection our communities need so desperately what - if it
21 weren't for our family called Entercom - the light in the
22 darkness. They, too, are WWL.

23 And I also want to thank the Commission, particularly Peter
24 Doyle, who helped Jack and the rest of us through the madness
25 that this has been in trying to keep WWL on the air. We're a
26 lifeline and it makes me proud to be a broadcaster and proud to

1 sit in this room to tell this story and proud to be a survivor
2 now of two big hurricanes. And we will continue to tell the story
3 with the help of everybody in this room. So thanks to everybody
4 sitting at this table and to you guys.

5 Thank you.

6

7 (End of statement)

8

CERTIFICATE OF TRANSCRIPTIONIST

I, Claudia Miller, do hereby certify that the above was transcribed from one audio file; that the transcript is a true transcription of that audio file; that I am neither counsel for, related to, nor employed by any of the parties to which the proceedings were taken; and further, that I am not a relative or employee of any attorney or counsel employed by the parties hereto, nor financially or otherwise interested in the outcome of the action.

Claudia Miller

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Date: November 6, 2005

**FCC OPEN COMMISSION MEETING
Atlanta, Georgia
September 15, 2005**

**CLEAR CHANNEL – CLEAR RESPONSES IN TIMES OF EXIGENCY
Statement As Prepared for Presentation by Dick Lewis**

I. INTRODUCTION

Hello, my name is Dick Lewis, I am Regional Vice President for Louisiana and Southern Mississippi for Clear Channel. I oversee 27 radio stations with about 350 employees throughout the region. Thank you for giving me the opportunity to testify today. I will go through Clear Channel's experience, our interactions with fellow broadcasters and lastly, but no less important, the role of the Federal Communications Commission (FCC).

Like most broadcasters, Clear Channel takes seriously its role a local broadcaster – and indeed as a life-line -- in each community where we operate. Clear Channel programs and operates our radio and television stations in a locally decentralized manner. Despite this diffused management structure, in times of emergency, the Clear Channel family comes together in full cooperation to ensure that all of our financial, technical and human resources are brought to bear on a situation. Hurricane Katrina was such a time and serving as an equal partner in helping our stations and the communities they serve, was the FCC. Clear Channel wishes to thank Chairman Martin for his personal commitment to the broadcasting community during this emergency. Clear Channel sincerely appreciates the real-world solutions offered by the FCC during and after Hurricane Katrina. Clear Channel was in constant communication with Mr. Peter Doyle, Chief, Audio Services Division, of the Media Bureau, speaking with him and other staff no less than ten times over the course of eight days. Mr. Doyle's assistance was invaluable during this extremely trying period and we wish to thank him publicly for his dedicated public service.

II. TEAMWORK INSIDE CLEAR CHANNEL

On Thursday, August 25th, after it was determined that we were likely to have a hurricane event in Florida, we held a preparation conference call with over 140 of our Clear Channel employees in the state of Florida and along the Gulf Coast. On that call, we discussed how to continue to provide live, local news without the normal studios. We identified where important equipment and supplies such as fuel, generators, transmitter and studio trucks, etc. could be located and began planning for swift transport. We also distributed our "Hurricane Preparation Checklist" which we update each time we weather another storm. In addition, we were able to identify and later utilize our Outdoor Division employees who had commercial truck drivers' licenses or hazardous materials permits, which are a prerequisite to transporting much-needed fuel.

In addition to relying on our employees, we were able to rely on the technical and equipment capital at Clear Channel to assist in this time of need. Given Clear Channel's long presence in the media marketplace (and experience dealing with natural disasters like hurricanes), Clear Channel has amassed a considerable stockpile of resources that were invaluable in helping our stations (and our fellow broadcasters) stay on air in these devastated communities. Before the hurricane, we directed satellite phones, satellite uplinks, a portable transmitter and antenna, some generators and fuel to southeast Florida, where landfall was expected. And on Saturday after learning from our TV weather people that the storm was likely to re-intensify and hit the Gulf Coast, we immediately held a Gulf Coast preparation conference call, and redirected all the resources that had been directed to southeast Florida to Mobile, Alabama.

On Sunday August 28th, it became clear that the situation was grave and we would have to abandon our New Orleans studios. We made plans to evacuate, but not without first ensuring that we could feed live local, pertinent news and information from other markets such as Baton Rouge into our New Orleans stations. The Governor of Louisiana ordered evacuation midday and the New Orleans staff turned over control to Clear Channel Baton Rouge and evacuated the studio. However, the resources and interconnectivity of Clear Channel Radio ensured that specific local New Orleans news and weather programming originating from various Clear Channel stations via satellite made it into the community. We started a caravan to New Orleans and Biloxi with more generators, RVs, technicians, and our Outdoor Division people with trucks, cranes and other heavy equipment which we would need in a real disaster.

After the storm passed we had various outages stemming from satellite dishes being blown out of alignment, generators stopping, and other events. We hired a helicopter and flew engineers in to our remote tower sites and studios. We rescued our local DJ who helped us get back on the air and make repairs. Then we re-tasked the helicopter to a rescue effort ferrying out Entercom employees who had become trapped in their downtown New Orleans studios. We were able to secure generator service and later thousands of gallons of diesel fuel to the ATC site which Clear Channel shares with other broadcasters, radio and TV. This enabled us to help our fellow terrestrial broadcasters stay on the air. This ensured that the city of New Orleans was able to receive important, critical lifesaving information on a constant basis.

In Biloxi, Mississippi our studio roof was damaged and we had no power, but we had generators on the way from Raleigh, NC and had those installed not long after the power went out. This enabled us to originate local programming for our listeners, provide shelter

and air-conditioning for our staff who were living there (most of whom have lost everything), and keep three of our four local Biloxi radio stations on the air with local news and information.

Other markets in the surrounding areas were adversely impacted as well. In Mobile, Pensacola, Meridian, MS and Hattiesburg/Laurel areas, our engineers worked tirelessly to get generators up and running, antennas fixed so our stations could continue to provide local programming.

III. TEAMWORK WITH COMPETITORS

Broadcaster response nationwide to Hurricane Katrina was **immediate** and **massive**. From helping fellow broadcasters who were knocked off air, to filling 18-wheelers with relief supplies at station studios, to broadcasting 24/7 without commercial interruption to raise funds for victims, stations responded with an unprecedented outreach effort. Perhaps the most unique aspect of this response was the number of creative partnerships formed among broadcasters who are often fierce competitors. In New Orleans – where the devastation was the worst – we have created the URNO (United Radio Broadcasters of New Orleans) which is run out of our facility in Baton Rouge. This is a cooperative effort between Clear Channel, Entercom and independent stations 1470 KLCL in Lake Charles and 1290 KJEF in Jennings whereby we created one very rich information stream. We simulcast this information on all frequencies owned by the stations that are on the air at any given moment. This continues to this day. It is manned by a combination of Clear Channel announcers and Entercom news personnel from WWL. The URNO broadcast is originating from Clear Channel studios in Baton Rouge. We have constructed a whole new broadcast center and are linked up with the Louisiana Emergency Operations Center. We are delivering programming via AM, FM, Internet and satellite.

IV. TEAMWORK WITH THE FEDERAL COMMUNICATIONS COMMISSION

When the situation became dangerous it was difficult for Clear Channel employees to transport the fuel over the flooded roads and our people were unsafe. The FCC was there to help. Through the FCC, we received a FEMA escort for our fuel deliveries which provided a closer source of fuel for the shared ATC tower site. This action helped enable many broadcasters in New Orleans to stay on the air to reach the scared and confused public. In addition to this concrete help the FCC also was instrumental in helping us obtain security passes and clearances, securing federal protection for transmitter sites and studio locations, providing contacts with NCS, and most of all helping to get needed waivers and special temporary authority to continue our operations.

V. CONCLUSION

Clear Channel is extremely proud of the tireless work of so many in its family to assist communities in need during Hurricane Katrina. Even stations not located in those communities stood ready to help... and did. Again, Clear Channel thanks the FCC for its commitment to helping our stations during this difficult time. Thank you.

**Attachment to the Clear Channel Communications Testimony of
September, 15, 2005, FCC Open Meeting in Atlanta, Georgia**

Comments of Bert Brown, American Tower Corporation, Regional Operation Manager Broadcast Group (comments were made on September 14, 2005 in an email from Mr. Brown to Troy Langham and Jessica Marventano of Clear Channel Communications):

My name is Bert Brown; I am the Regional Manager for American Tower, which operates the largest single source broadcast transmission tower facility in the New Orleans Market.

Going into the storm this facility is the broadcast transmitter home to a number of government agencies including the US Coast Guard, FBI, IRS and DEA. During the storm and to date the Coast Guard, FBI, IRS remain on the air and functioning. The DEA equipment was damaged during the storm. Sprint, Cingular and Nextel also use this facility.

WPXL TV and DT, WUPL-DT, WHNO TV and DT and a number of LP Television operations are licensed to transmit from this facility.

WQUE, WYLD, WEZB, WTKL, WLMG, WWNO all FM all transmit from this facility.

I have made my home in Florida for nearly thirty years, for most of that time I was the chief engineer in both the Miami and West Palm Beach markets. This may or may not make me an expert on broadcasting through a hurricane but it surely gives me right to author this letter.

Last year south Florida went through two direct hurricane landfalls, the damage was severe, the broadcast community rallied and within a week or so life settled back into a normal routine as the homes regained power. Because that's what you do when a hurricane comes calling. A month ago a storm named Katrina came ashore in Broward County it did its thing and moved on to the gulf coast. South Florida is recovering and for the most part gone back to business as usual.

That's where this story begins.

When Katrina came ashore along the Gulf Coast all the infrastructures were stretched and challenged beyond any previous expectation. The extent of the damage will be tallied in years not weeks or months. The American Tower Site located at 3210 Old Behrmann Hwy, New Orleans not only withstood the worst of Katrina but remained on the air throughout the storm providing needed information and comfort to the community. Once the storm passed and as we learned of the post Katrina impact on the citizens the need for radio to inform became so important. I listened to the coverage, I heard desperate people seeking any assistance, when the civil authorities collapsed under the enormous weight of the disaster. Radio had six viable and operational transmitters

pumping out what the populous needed. That down from a pre storm count of forty one. The newspaper in New Orleans was reduced to the status of a web site post Katrina but radio kept on going.

The generator and fuel budget at the tower site allows for three and a half days of generator operation. That's until now was the expected recovery time before resources would become available. This time it was different this time it was not going to be business as usual in a day or two this time there were no resources.

It would require a consolidated effort that the broadcast industry had not seen since WWII.

Through United Radio of New Orleans championed by Clear Channel Radio and it's affiliated companies. The unified effort that was marshaled and brought to bear would challenge a military operation. When we were low on fuel and in danger of going down the folks from Clear Channel were able to send in fuel trucks from the Outdoor Advertising Group. They were able to bring in supplies to the tower crew that lived on site as they secured the tower facility and began the process of getting the other non radio clients back on the air. They were able to find a mechanic at nine o'clock on a post hurricane Friday night to come out and service the soul source of power that kept our facility going for three weeks while we all waited for the power to come back on. Clear Channel is not just a large corporation: it's hundreds maybe thousands of little people doing what they do best serving the people, whether it's entertaining, informing or just talking with you. And when the need arises handing you a case of water and a bag of ice.

The original credo of radio was to serve the public interest, necessity and convenience. Clear Channel has done that. Without Clear Channel Radio there would have been no voice in the dark at a time when the community of New Orleans was in its darkest hour. I thank you, I'm proud to be a part of this effort.

Bert Brown

American Tower Corporation

Regional Operation Manager

Broadcast Group

877-750-9592

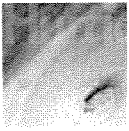
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Arbitron Diarykeepers Remind Radio of Its Power and Influence During Troubled Times



Diary comments from Hurricane Katrina markets underscore the necessity of radio during a storm and, more importantly, when there is no power.

[Read the diary comments here.](#)

As Americans throughout the Gulf region are putting their lives together following the ravages of Hurricane Katrina, it is apparent that residents throughout the region depended on the radio to stay informed about the storm.

In a special examination of Arbitron Radio listening diaries that were kept during the week that Katrina hit the Gulf Coast, many listeners made it a point to acknowledge the hard work of local radio stations in the "comments" section of the diary. Others noted long listening spans with remarks such as "hurricane coverage."

Katrina's power was such that the Summer '05 and Fall '05 Arbitron surveys for New Orleans and the Fall '05 Arbitron survey for Biloxi-Gulfport-Pascagoula will not be published. Katrina struck the Gulf Coast during the ninth week of the Summer survey; the comments listed below are from Week 9 diaries from Baton Rouge, Birmingham and Mobile radio markets.

TUESDAY									
	Time		Station	Comments, did writing or did you use at least 10 minutes of time?	Did you use at least 10 minutes of time?	Did you use at least 10 minutes of time?	Did you use at least 10 minutes of time?	Did you use at least 10 minutes of time?	Did you use at least 10 minutes of time?
	Start	Stop							
Early Morning (from 5 AM)	6:30	8:30	WBRN						
Midday									
Late Afternoon									
Night (from 9 PM)	9:15	12:30							

If you didn't hear a radio today, please mark 20 here. ☐

The diaries also revealed generous amounts of time spent listening to hurricane coverage during and after the storm. For example, one female listener in Baton Rouge entered 24 hours of listening, including the entry "All night hurricane coverage" on Tuesday, August 30. Another female, in Mobile, entered listening to one station from 8AM to 10PM with the notation "Hurricane Katrina" in the space in between the start and stop times. Of course, not all of the diary entries reflected long listening, but it is clear that many residents across the Gulf region depended on their radios for their connection to the world.

These diary entries are similar to diarykeeper entries during the Florida hurricanes of 2004. In fact, listener behaviors during natural disasters can be remarkably similar and thus planned for by radio stations. For a recap of listener behaviors during and following a hurricane, as well as advice that your station can follow when planning for disasters, check out Arbitron's [*Riding Out the Storm: The Vital Role of Local Radio in Times of Crisis*](#).

Here are select comments from the diaries:



Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

without radio, it's like
having no electric power.
You're out of touch with
what's going on. I'd always
have radio first. It's hard
sometimes to picture in your
mind sometimes, where as if
you can see it, but with no TV
you have nothing. Radio is ALIVE.

© 2005 Arbitron inc.

"Without radio, it's like having no electric power. You're out of touch with what's going on. I'd always have radio first ... Radio is ALIVE." (Female, 56, Baton Rouge)

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Thank you for all the
hurricane coverage on the
radio. I had no power so
I had to depend on
radio to get news.

© 2005 Arbitron inc.

"Thank you for all the hurricane coverage on the radio. I had no power so I had to depend on radio to get news." (Female, 59, Mobile)

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

XXXXXXXXXXXXXXXXXXXXX
is doing a great job of keeping
us informed & updated on
the aftermath of Katrina. Our
area has been greatly affected
& we appreciate the radio persons
who are working so hard.
Thanks,

© 2005 Arbitron inc.

"[XXXX] is doing a great job of keeping us informed of updates on the aftermath of Katrina. Our area has been greatly affected and we appreciate the radio personnel who are working so hard." (Female, 27, Mobile)

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

This survey coincided with Hurricane
KATRINA, thus our radio contacts
were more important than ever.
We live in Baldwin Co, AL and
our power was out for much of
the week. Both XXX and XXX
were extremely important to us this
week.

© 2005 Arbitron inc.

"This survey coincided with Hurricane Katrina; thus our radio contacts were more important than ever. We live in Baldwin County, Alabama and our power was out for much of the week. Both [XXX] and [XXX] were extremely important to us this week." (Male, 68, Mobile)

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

I listen to XXXX because I like
the music and in the mornings
and in my car going places in
the town I need radio.
Because of the Hurricane we
have experienced a more renewed
pattern of radio listening. The
stations combined themselves
to give more news & coverage of
the situation and we listen

© 2005 Arbitron inc.

"Because of the hurricane we have experienced a more renewed pattern of radio listening. The stations combined themselves to give more news and coverage of the situation and we listened." (Female, 57, Baton Rouge)

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

After Hurricane Katrina touched
down, disaster struck. Almost all
stations were about the
aftermath. So I listened to that.
The DJs are really good, they
told me everything I was
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"After Hurricane Katrina touched down, disaster struck. Almost all stations were about the aftermath, so I listened to that. The DJs are really good. They told me everything I was worried about. So, I just wanna say they did a really good job and to keep it up." (Male, 13, Baton Rouge)

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

XXXX - plays the same songs over & over to much. Don't miss the singer up enough. None of the stations I listen to tell you what time it is. XXXXXXXXXX talks too much about her personal life. XXXXXX is a smartly pants. All XXXXXXXXXX radio stations does an excellent job on the hurricane coverage.

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"All [XXXX] radio stations did an excellent job on the hurricane coverage." (Female, 43, Mobile)

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

Both XXXX1 and XXXX were very informative and helpful during Hurricane Katrina.

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"Both [XXX] and [XXX] were very important and helpful during Hurricane Katrina." (Female, 66, Baton Rouge)

Your opinion counts

Use this space to make any comments you like about specific stations, announcers or programs.

*I like XXXXXXXXXXXXXXXX
XXXXX*

*I usually switch between
XXXXXXX + XXXXX*

*Rarely listen except in the car.
Hurricane coverage was priceless!!!!*

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"Hurricane coverage was priceless!!!!" (Female, 49, Baton Rouge)